

GRAVURE  
ASSOCIATION  
OF THE  
AMERICAS



# **innovation inkubator**

***“nurturing ideas that enhance the gravure process”***

Providing support for innovative solutions that will enhance the Gravure process and potentially expand the Gravure market

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- The Vision – Bring solutions that will enable Gravure to retain differentiating qualities, while becoming more competitive with alternative print processes.
- The Goal– Expand the Gravure market

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- History: Trade associations have helped drive innovation
- Present: Innovators confined to working with direct customers within a commercial relationship
- Future: Projects will be defined and select members will be invited to participate in development, under the neutral flag of GAAmericas

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- Needed for success
  - Coalition of committed gravure supply chain companies
  - Forum to communicate needs and suggest solutions
  - Specific projects with a defined goal and timeline

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- Role of GAAmericas
  - Introduce potential team members
  - Protect intellectual property rights
  - Seek out global resources to bring solutions
  - Manage timelines
  - Publish authorized results

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- Who Benefits
  - Initially, project team members
  - Eventually, the Gravure industry
- Who is at Risk

If we do nothing – The Gravure Industry!

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- The inaugural “**innovation inkubator**” project
- Engraving into Nickel, a path to press-side engraving?
  - Goal: Decrease the time required of getting a new job onto a gravure press

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- Engraving into Nickel, a path to press-side engraving?
- Creating, engraving and testing Nickel sleeves
- Presenters:
  - Edward Scheppink, Managing Director, Stork Prints America
  - Doug Earl, Prepress Systems Manager, Midagraphics / Amgraph Packaging
  - Isaac Zickert, Gravure Operations Manager, Inland Label